PHILIP MORRIS INCORPORATED INTER-OFFICE CORRESPONDENCE
120 PARK AVE. NEW YORK NY 10017

TO: Mr. Armando Sobalvarro **DATE:** May 26, 1994

FROM: Jan Goodheart

RE: Ministerial Decree - Argumentation

Armando:

Attached for your reference are brief position statements on the following issues to assist in developing your argumentation:

- Smoking and Addiction (6 pages)
  - Smoking is Not a Drug Dependency
  - Smoking Cannot be Linked to Drug Use
  - Does Smoking "Create Addiction to Nicotine"?
- ETS Talking Points (2 pages)
- Public Smoking/Personal Freedom (2 pages)
- Warning Labels (2 pages - general argumentation)
- Position and Size of Warnings (1 page)

As you'll see, there is no specific argumentation on the health warning reference to nervous system damage. We should discuss this point by phone.

Separately, Elizabeth has faxed to you considerable information prepared by Covington & Burling to address both the addiction claims and the proposed smoking bans. Pat Davies' cover note highlights the materials and he has also summarized them for quick reference.

Regarding the airline ban on international routes, I will send you under separate cover the back-up material regarding the Canadian case. A May 21st news article indicates that the implementation of the ban is again being postponed by the government due to economic impact.

I've asked Pat Davies to obtain information about the 1985 workplace smoking survey from the U.S. Tobacco Institute and fax it directly to you with copies to Aurora and I as soon as possible. Meanwhile, Matt has sent you the recent Swiss survey on workplace smoking which we can adapt. For this type of initiative, I would recommend that you give some consideration to what group might be willing to sponsor or co-sponsor the survey to lend it more credibility.

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Source: https://www.industrydocuments.ucsf.edu/docs/yxkj0000

I would appreciate it if you or Ana Maria would send me the news clips on the decree so that we can see how the ETS issue is being discussed and what other argumentation could be put forward. If events in the U.S. are being reported widely, we can certainly help prepare more targeted argumentation for you. The fax number here is 212/907-5849.

After reviewing these materials, please let me know if additional argumentation or supporting documentation would be helpful on any of the above.

With best regards,

Jan

Jan Goodheart

cc: Mr. Tony Andrade
Ms. Aurora Gonzalez (via pouch)
Ms. Cathy Leiber (via pouch)

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